



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins	
1	1	Ogilvy	MAMEE-Double Decker, Nestlé-Milo, Mondelez Project, SK Magic, P&G Project	3.3		3.27	18	
2	2	FCB	RHB Bank Retail Project, Tefal Project, BioLife Project	1.5		1.50	11	
3	3	Isobar	Finance Client	1.5		1.49	2	
4	4	VMLY&R	Domino's Pizza Project, Panasonic Project, Tesco Project, Tohtonku Project, Vivo Project, Fraser & Neave	1.5		1.46	12	
5	5	Publicis	Sanofi, Visa Production	0.7		0.65	7	
6	7	Leo Burnett	FMCG Client	0.5		0.48	5	
7	6	Saatchi & Saatchi	Pharma Client	0.4		0.43	2	
8	8	DDB	Sunsilk, Wonda Coffee Project	0.4		0.36	8	
9	9	Grey Group	Telkom Malaysia, MIDF Project	0.4		0.36	5	
10	13	Dentsu	UMW Toyota Motor Project	0.4		0.25	17	
11	10	Wunderman Thompson	HSBC	0.2		0.20	1	
12	11	BBDO	Unilever Project	0.1		0.06	3	
13	12	MullenLowe Group	Texas Chicken	0.0		0.03	1	
						2020(Jan-Dec)	10.5	92
						2019(Jan-Dec)	20.1	83
						YoY Comparison:	-47.6%	10.8%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins	
1	1	Mindshare	Oppo, Unilever Foods (Horlicks), Continental Tyres	2.7		2.7	15	
2	2	dentsu X	Kao, Fumakilla Malaysia Project, Honda Malaysia Project	1.9	INOVA	1.8	11	
3	3	PHD	Boustead, Greenpeace, MyNews, Unicef Project, Warner Bros Pictures Group	1.2		1.2	11	
4	4	Universal McCann	Lazada, Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	1.1		1.1	6	
5	5	OMD	McDonald's, Danone, Boehringer Ingelheim, A Menarini Project, INOVA, Public Bank Berhad	1.1	SK Magic	0.9	7	
6	7	Zenith	Disney+	0.25		0.3	1	
7	6	Initiative	King Living	0.3		0.2	3	
8	9	MediaCom	Sprite Digital Media, Air Selangor Digital Media, Hasbro, SK Magic, Kaspersky, BAT	0.8	Telecom Client	-0.1	10	
9	8	Havas Media	Tommy Hilfiger	0.03	Emirates Airlines	-0.1	1	
10	10	Vizeum	Amway	0.0	Lazada	-0.4	3	
11	11	Carat	Tapestry	0.1	Diageo	-0.4	4	
12	12	Wavemaker	Philips, AXA Affin, Huawei Project, Hong Leong Assurance, UNITAR International University	0.2	Energizer	-0.7	6	
						2020(Jan-Dec)	6.4	78
						2019(Jan-Dec)	4.7	56
						YoY Comparison:	35.5%	39.3%
						2020 Creative & Media (Jan-Dec)	16.9	170
						2019 Creative & Media (Jan-Dec)	24.8	139
						YoY Comparison:	-31.7%	22.3%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.